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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	08/24/2002
	First Named Inventor	Linda M. Smith
	Art Unit	3622
	Examiner Name	Young, John L.
Total Number of Pages in This Submission	Attorney Docket Number	23528-030

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Firm Or Individual name	Jinntung Su, Reg. No. 42,174 Manatt Phelps & Phillips LLP
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Signature		Date	July 16, 2004

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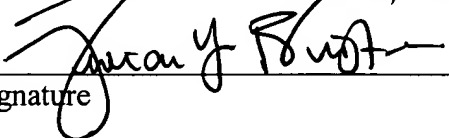
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3622  
23528-030  
Patent 41

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Linda M. Smith, *et al.*  
Serial No.: 09/645,292  
Filed: 08/24/2000  
For: TARGETED MARKETING  
SYSTEM AND METHOD  
Confirmation  
No.: 3365  
Art Unit: 3622  
Examiner: Young, John L.  
Attorney  
Docket No: 23528-030

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**AMENDMENT UNDER RULE 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted under 37 C.F.R. §§1.111 in response to the Office Action  
mailed 04/16/2004. Please amend the above-identified application and consider the following  
remarks as follows:

**Amendments to the Claims** are reflected in the listing of claims and begin on  
page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.